

DOCUMENT RESUME

ED 221 197

IR 010 371

AUTHOR Wiget, Lawrence A., Ed.
TITLE Seeds of Success. An Idea Book of Public Relations Activities for the Library Media Specialist.
PUB DATE 82
NOTE 44p.
EDRS PRICE MF01/PC02 Plus Postage.
DESCRIPTORS Advertising; Community Involvement; Display Aids; Elementary Secondary Education; *Learning Resources Centers; *Media Specialist;; Newsletters; Parent Participation; Professional Development; *Public Relations; *School Libraries; Teacher Participation; Volunteers
IDENTIFIERS Administrator Involvement; Association for Educational Communications Tech

ABSTRACT

By presentation of a variety of suggestions for public relations activities, this booklet provides the library media specialist with means for enhancing the effectiveness of the school and district library media program. The lists of ideas begin with general suggestions for library media center (LMC) facilities, services, and communications, and continues with recommendations to the media specialist for enhancing his or her public image and furthering professional growth. A major section outlines ways of reaching out to students by providing and advertising LMC services and sponsoring student activities. Many recommendations for involving teachers, school administrators, volunteers, parents, and the community as a whole with the LMC program follow. A final section lists contributors to the booklet. (ESR)

* Reproductions supplied by EDRS are the best that can be made *
* from the original document. *

ED221197

U.S. DEPARTMENT OF EDUCATION
NATIONAL INSTITUTE OF EDUCATION
EDUCATIONAL RESOURCES INFORMATION
CENTER (ERIC)

☑ This document has been reproduced as
received from the person or organization
originating it.

☐ Minor changes have been made to improve
reproduction quality.

■ Points of view or opinions stated in this docu-
ment do not necessarily represent official NIE
position or policy.

SEEDS & SUCCESS

AN IDEA BOOK OF PUBLIC RELATIONS ACTIVITIES

FOR THE

LIBRARY MEDIA SPECIALIST

edited by

Lawrence A. Wiget, Ed.D.

with

Jeanne Moe and Linda McCulloch

© 1982

"PERMISSION TO REPRODUCE THIS
MATERIAL HAS BEEN GRANTED BY

Lawrence A. Wiget

TO THE EDUCATIONAL RESOURCES
INFORMATION CENTER (ERIC)."

Seeds of Success is a compilation of public relations activities submitted by members of the Division of School Media Specialists, a Division of the Association for Educational Communications and Technology. Its intent is to provide the library media specialist with a potpourri of practical field-tested suggestions for enhancing the effectiveness of the school and district library media program.

IR010371

INTRODUCTION

A key to successful public relations is involvement; involvement of the various publics who are affected or effect the library-media program. Therefore, it is important to involve the students, the faculty, the administration, and the community in the operation of the library-media center. This can be accomplished in a number of ways, many of which are suggested in the pages of this handbook.

TABLE OF CONTENTS

Something for Everyone: General Ideas	1
Reaching Out to Students	7
Sharing Ideas: Teachers, Administrators, Staff . . .	23
Involving Parents and Community	37
Contributors	45

SOMETHING FOR EVERYONE:

GENERAL IDEAS

THIS SECTION INCLUDES GENERAL PUBLIC RELATIONS IDEAS WHICH WERE SUBMITTED BY A NUMBER OF MEDIA SPECIALISTS. IDEAS INCORPORATED INTO THIS SECTION ARE DIVIDED INTO THE FOLLOWING AREAS:

LIBRARY MEDIA CENTER (LMC) FACILITIES.

SERVICES PERFORMED BY THE LMC.

COMMUNICATIONS FROM THE LMC.

THE MEDIA SPECIALIST.

THE PROFESSIONAL GROWTH OF THE MEDIA SPECIALIST.



LIBRARY MEDIA CENTER (LMC) FACILITIES

- * Prepare an attractive media display at conference times.
- * Design attention-getting bulletin boards to advertise the media center.
- * Create an inviting media center by using:

Contact paper	Displays
Carpet samples	Flowers
Children's works	Realia
- * Contact local businesspersons for free or inexpensive display materials.

SERVICES PERFORMED BY THE LMC.

- * Prepare student and teacher handbooks, including media services and available equipment.
- * Produce a school-wide recipe book.
- * When students or teachers are featured in newspaper articles, laminate the news article and give it to them.
- * Prepare annotated bibliographies for special weeks or months such as Women's Week or Black History Week. Distribute these to teachers several weeks in advance of the event.
- * Develop inservice workshops on library media related topics such as:

Production techniques
Equipment usage
How-to-use the LMC

COMMUNICATIONS FROM THE LMC.

- * Send a monthly media center newsletter to:

Students	Parents
Teachers	Community
Administrators	School Board Members

- * Use an identifying logo in all media center communications.
- * Develop stationery, memo pads and other printed forms for easy recognition of LMC communications. These may also include:

Post Cards	Business Cards
Address Labels	Personalized Pencils

THE MEDIA SPECIALIST

- * Be visible - Always respond promptly to student, teacher, and administrative needs, etc....
- * Be active in extra-curricular activities.
- * Go beyond what is expected of you.
- * Develop unique programs in your LMC.
- * Keep your promises.
- * Be friendly to parents and other community members.
- * Have a cheery disposition.
- * Smile!

THE PROFESSIONAL GROWTH OF THE MEDIA SPECIALIST

- * Support and participate in professional functions and organizations such as:

A.E.C.T., A.L.A., I.R.A., N.C.T.E.

- * Attend district and county workshops.
- * Read professional journals.
- * Contribute to professional journals.
- * Participate on principal's administrative or advisory council.
- * Attend university classes to update your skills.
- * Exchange ideas with colleagues.
- * Visit other library media centers.

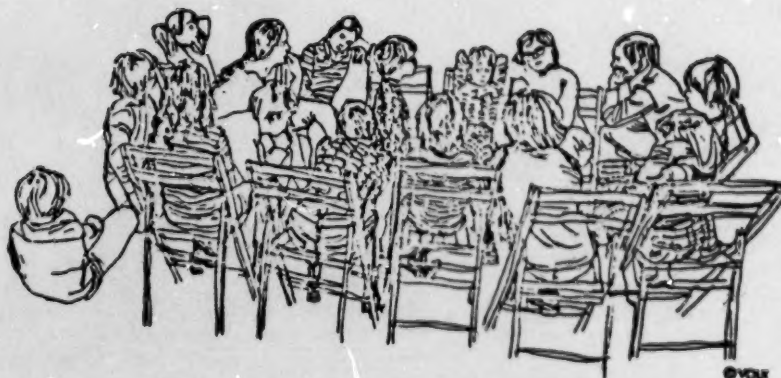
REACHING OUT TO STUDENTS

INCLUDED IN THIS DIVISION ARE ACTIVITIES THAT WILL BRING THE STUDENTS INTO THE LIBRARY MEDIA PROGRAM. IDEAS INCORPORATED INTO THIS SECTION ARE DIVIDED INTO THE FOLLOWING AREAS:

PROVIDING SERVICES

ADVERTISING SERVICES

SPONSORING ACTIVITIES



PROVIDING SERVICES

- * The Cedarburg High School Instructional Media Center has developed an informative brochure about their IMC. Information in the brochure includes:

Names of staff members.
Hours the IMC is open.
IMC Philosophy.
Variety of available media and equipment.
Student services.
Production services.
Teacher Services.
Administrative Services.

- Vonna J. Pitel
Cedarburg High School

- * Prepare and present a slide/tape presentation to orient new students to the media center, its services, and its procedures.

- Lucy Ainsley
Birmingham Schools

- * The fourth grade has begun an enrichment program in the area of Language Arts. This program, "Junior Great Things," includes a variety of learning experiences for each child. The enrichment classes meet once per week for 45 minutes for four weeks. Among those offered is a class entitled, Junior Great Media. This mini-course deals with the use of audio-visual materials and equipment. Children also produce some visual materials such as slides and transparencies.

- Kathy Peterson
Adena Elementary School

- * Obtain discarded 16mm film or videotape clippings of advertising from local television stations for use in instruction on the proper methods of operating equipment.

- Eunice Parrish
Tecumseh Public Schools

- * Each month dress up in a costume and visit each class.

SEPTEMBER: Jack in the Beanstalk's Mother. Give out magic beans which the children plant in paper cups.

OCTOBER: The Good Witch. The Good Witch talks to the children about safety rules during "trick or treating."

NOVEMBER: Indian. The Indian brings corn and teaches sign language.

DECEMBER: The Good Fairy. The Good Fairy works in Santa's workshop. Children tell her what they want for Christmas.

FEBRUARY: George Washington. George tells each class what our country was like when he was growing up.

MARCH: Clown. Jezabel, the clown, does magic tricks.

APRIL: Rabbit. Harvey, the rabbit, hides Easter eggs.



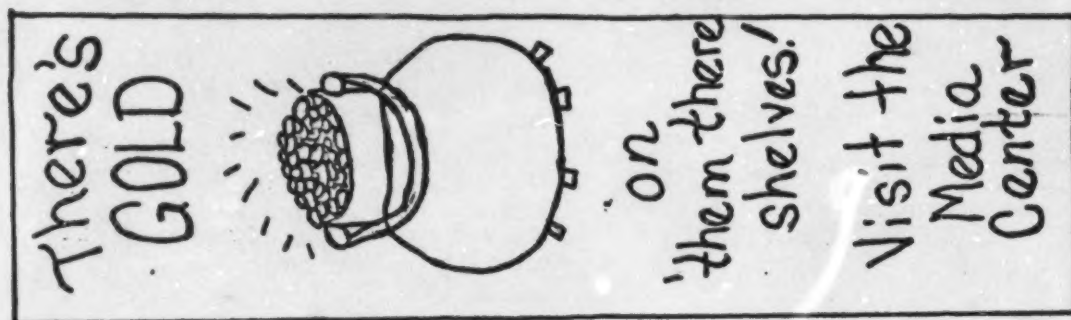
- Marjorie Thomson
Manor Lake School

ADVERTISING SERVICES

- * To celebrate Chinese New Year (in January), make fortune cookies. However, instead of fortunes, enclose titles of new books and non-print materials in the collection

- Margaret White
Grantwood A.E.A.

- * Use Bookmarks -



- Eunice Parrish
Tecumseh, Nebraska

- * Use Bulletin Boards -



(Use real cloth to hold a few of your newest books or other items.)

- Eunice Parrish
Tecumseh, Nebraska

- "See Also Something For Everyone: General Ideas."

SPONSORING ACTIVITIES

- A "Design-A-Bookmark Contest" was held for Children's Book Week. The five entry categories were: students grades K - 3; students grades 4 - 6; students grades 7 - 9; students grades 10 - 12; and, adults employed by the schools. The winning bookmarks in each category were duplicated and distributed to all media centers during Children's Book Week, 1980. The name and school of the winners were listed on the bookmark.

RULES:

1. Design must fit 2 3/4" X 10 1/2". The design will be reduced by 25%.
2. Design must be black on white to simplify reproduction. Black ink, black india ink, black felt tip, black paint.
3. Artist's name, grade, and school must be on the back of the design. Design will be disqualified if this information is missing.
4. One entry per individual.



- Margaret White
Grantwood A.E.A.

- "Watch Out For Bears!"

During Spring, 1981, we had all the activities in the LMC revolve around bears. The Viewing Center had filmstrips on bears. The Listening Center had stories and tapes on bears. The children voted for their favorite

bear by coloring in a square on the graph paper next to the bear's name (Polar, Brown, Black, or Panda). Pictures of these bears were posted next to the graph. The children wrote bear stories and received a bear "snack" (graham crackers with honey.) Any child who brought their own "bear" (or other stuffed animal) to school had his picture taken with the bear. The child then wrote about his bear (where it came from, its name, etc...). These "guest" bears were given invitations to the Teddy Bear's Picnic with instructions to bring their lunch and their owners.

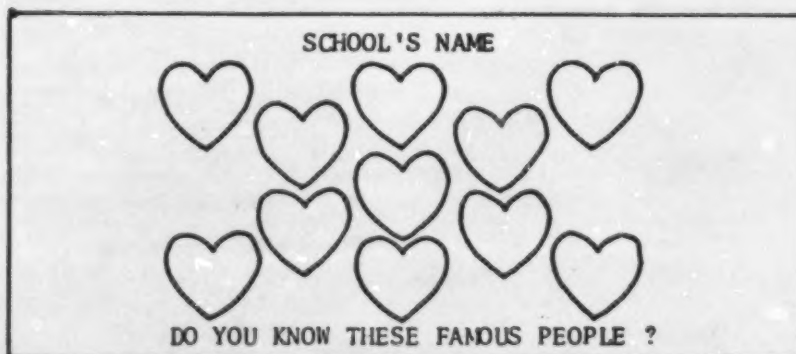
With the help of volunteer parents, the Teddy Bear's Picnic was held across the street at the local park during the regular school lunch period. The children brought their bears and their lunch. Watermelon was provided for dessert. After lunch, the children were divided into two groups. One group weighed and measure their bears using tape measures and a baby scale. The bear's footprint was traced as well as it's owner's footprint. This information was recorded in a special book made for each participant. Also in the book was the story written about the bear, along with the photo of the bear and the owner. These books were taken home after the picnic as a memento of the occasion.

The other group, meanwhile, went on a "bear hunt." After the bear hunt, they played "Teddy Bear Bounce." Individually, the bears were put in the center of a parachute and tossed up in the air. As each group finished, they switched so all the children were able to do all of the activities.

Last but not least, bear stories were read during story hour all month. The words, "Watch Out for Bears," were cut from furry material and pinned on the bulletin board.

- Sheilah Palacios
Commerce, California

* Bulletin Board Idea and Contest



Have teachers bring a picture of themselves when they were in grade school or high school. Place the picture in a heart and pin it on the bulletin board in the media center or in the hall. Have a contest entry form for the students and teachers to use in guessing the pictures. Have one contest for teachers, and another contest for students. Give a prize to the teacher and the student with the most correct guesses. At the end of the contest, place the names under the pictures.

This was the most successful bulletin board for creating interest that I have ever done! I used valentines for February. However, this

same idea can be done for other months:

Shamrocks for March - Do you know these famous Shamrocks?
Stars for any month - Do you know these famous Stars?

- Jane Runyan
Watson Elementary School

- * Rather than use food stands at athletic events, bake sales, or craft sales, we tried coming to school early and making instant donuts in electric skillets and selling them for 25¢, and cooking the holes and selling them at 5 for 25¢. Great Success!!

- Eunice Parrish
Tecumseh, Nebraska

- * Book Bowl

Students are given a bibliography of outstanding literature for the Book Bowl. Using the old "College Bowl" format, they compete by answering questions based on their readings. This versatile program can be adapted to involve a single reading group or an entire district. Parents and other students should be invited to the final Book Bowl Competition.

BOOK BOWL RULES

1. Each contest will be composed of 20 questions.
2. The visiting team shall be given the first question.
3. A 30 second time limit is given for each response. Timing begins when the question has been asked. If the question needs to be repeated, the captain should ask immediately.
4. Scoring:
 - 5 points for correct response
 - 3 points if the 2nd team gives correct response.

A bonus of 1 point is given if author is identified correctly. Bonus is awarded only if original question is answered correctly.
5. Scorekeeper will keep correct team scores showing totals for each team. Scorekeeper will also determine which team is to get the next question.
6. Team members may confer, but only captain may answer. Teams may not confer until a question has been asked of them.

7. In case of ties, sudden victory tie breaker questions will be asked. Each team will be given an equal number of questions. Questioning will stop as soon as one team has more points.

- Kentwood Public Schools

* Student Display Case

Students sign-up for a turn to use the display case. They are responsible for setting up their hobbies and items of interest. They are also responsible for taking their display down.

* Publishing Centers

The media specialist works with the teachers and the students in encouraging story ideas, writing skills, illustrating and binding of a book. Establish centers manned by mother volunteers and supervised by the media specialist. Recognition can be given on a monthly basis to best illustrator and best author. In addition, school-wide author conferences for all published authors can be held.

* Story Contest

For instance, to celebrate Halloween, students submit original spooky stories. The winners receive a new paperback of their choice. Winners and honorable mentions are announced over the P.A. and printed in the PTA school newspaper.

* Poster Contest

A poster contest is held during National Library Week. A lively bulletin board is put up featuring professional posters and the contest rules. Posters are judged by the staff or students on the basis of the slogan, originality of design, and the neatness of the work.

The winners receive ribbons, books, records, etc... as the budget allows.

* Overdue Book Return Contest

Hold an overdue book return contest monthly. Lists go out to each classroom. The classroom with the fewest overdue by the end of the contest keeps the mascot in their room for the next month.

- Lucy Ainsley
Birmingham Schools IMC

* Public Library Tour

During National Library Week, a tour of the local public library is arranged for all students (usually 5th graders) who have been given signed permission slips from their parents. The field trip helps students become familiar with library resources available to help them with school assignments as well as for leisure reading.

- Kathy Peterson
Adena Elementary School

* Paperback Book Trade

A paperback book trade is held at the end of the school year. If a student brings 3 easy books and 2 harder ones they will be credited on his/her ticket. Then, on the day of the book trade, he/she may exchange the ticket for a comparable number and type of books (i.e. 3 easy and 2 harder ones). Classes each have a scheduled time to come to the Media Center on the day of the trade. This is a chance to stock up on some good books for summer reading.

- Kathy Peterson
Adena Elementary School

* Flannel Board Stories

Sixth grade students tell flannel board stories and read stories to first and second grade classes.

- Sharl Pretzer
Pleasantview Elementary

* Biography Paper Dolls

February is people month. Biographies of famous people are read and the name written on a paper doll. Each year try to make the line of dolls reach farther around the school.

- Marjorie Thomson
Manor Lake School

* Readers' Choice

The elementary libraries participate with the public library on voting for the Young Readers' Choice Award each year. The libraries try to obtain at least one copy of each title. Posters are displayed in each library listing the titles for that year. Book talks are presented by the District Media Coordinator to encourage the students to read the books and for teachers to read to their classes.

• Friends of the Library Club

The Friends of the Library Club at Schurr High School began about five years ago with a notice in the weekly bulletin. Two students came to the first meeting and membership built from there to about ten or twelve active members.

This is a "promotion" club rather than a reading club. It has several special events each year. The club raises money for prizes, makes posters, bookmarks, and signs, and contacts the appropriate people personally. They help watch exhibits and promote every activity enthusiastically.

The club has book sales (library discards and gifts); book and record swap meets; bake sales; and, Pepperbellies sales (Pepperbellies are small bags of Fritos with a large cooking spoon of chili beans poured onto them, with grated cheese and onions (optional) poured on top of the beans.) These are served in the bag with plastic spoons.

Each year we make gifts for people in hospitals, convalescent homes, or retirement homes. Club members greet each person and give him/her a gift. There seems to be a special relationship between the old and the young. It seems to be a high point in the year.

The club has fun, too. Each year they go to a musical. Evita, Oklahoma, Chorus Line, Barnum and Camelot are the ones the students have chosen so far. The club members raise money for part of their tickets and pay for the rest themselves.

Right now the club is making videotape commercials for adventure books. They run them with other video presentations shown throughout the school.

The following is the club constitution and an example of one of the programs.

- T. Eleanor Menor

Schurr High School
Friends Of The Library
CONSTITUTION

ARTICLE I - Name

Section I This Club shall be known as The Schurr High School Friends of the Library Club.

ARTICLE II - Purpose

Section I The main Purpose of the Friends of the Library Club is to promote knowledge of the functions, resources, services, and needs of the library and to promote an interest in reading.

ARTICLE III - Membership

Section I Membership in the Friends of the Library Club is open to any student of Schurr High School who is willing to work in a group for the improvement of the library and make new friends.

ARTICLE VIII - Trademark

Section I The Friends of the Library Club reserves its exclusive right to the original recipe of pepper-bellies as its trade mark.

ARTICLE IX - Amendments

Section I This constitution can be amended by a two thirds vote of all members present at the time of meeting.

ARTICLE IV - Officers

Section I The Friends of the Library Club will consist of a Chancellor, Vice-chancellor, Secretary, Treasurer, Activities chairperson, Public Relations chairperson, and Historian.

Section II Officers shall be elected during a regular meeting by a simple majority.

Section III It is necessary for the officers to attend all meetings.

Section IV A majority vote of members can choose another officer if an officer shows poor attendance.

Section V All meetings shall be presided by the Chancellor. The Vice-chancellor will take the responsibilities of the Chancellor if he is to be absent. Secretary shall keep the attendance and the minutes. Treasurer shall keep all financial records due to the Club.

ARTICLE V - Supervision

Section I All club meetings shall be held under the supervision of the club sponsor.

Section II The club sponsor shall approve all club activities which shall also be subject to the Deans' and Principal's approval.

ARTICLE VI - Meetings

Section I A regular meeting shall be held on the date agreed by the members.

Section II All meetings shall be conducted in a manner that most efficiently deals with the business at hand.

ARTICLE VII - Dues

Section I Funds may be collected whenever needed for participation in special events. These funds shall be used at a later time for materials necessary.

URBAN COWBOY DAYS

Programs - Library Staff, High School Print Shop

Music and Books - Selected by Library Staff Square

Dancing - Gym Class

Quilts and Quilting Demonstration - Home Economics department chairman got the ladies from her church to give demonstration.. Many others brought quilts when we advertised for them in school bulletin.

Needlework - Home Ec class was making pillows and other things.

Home Canned Products - From many sources. Many brought by the church ladies had won prizes at the County Fair and had ribbons attached

Woodcarving - Art Class, Woodwork Class

Still Life Artists - Students from an Art Class painted a scene set by their art teacher

Mr. Raisner, a teacher who also raises Arabian horses, brought a horse and his farrier to shoe it, on the lawn in front of the library.

Nail driving contest was run by a shop teacher, who used an overhead projector to show standing of the contestants. Students wore safety shields, which covered the whole face.

Western clothes, saddles, etc. were brought by a teacher who raises horses and whose daughter is in many horse shows.

Lottery - A crafts class

"More Wild West" - Videotape rented by Friends of the Library

Old Time Telegrapher - Antique telegraphy set operated by a boy from radio class

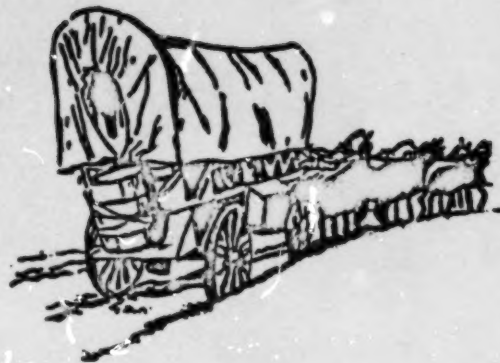
Rope-a-steer - Rope rings tossed over steer horns

Arm Wrestling - This and rope-a-steer were run by two popular gym teachers

Friends of the Library wore Western neckerchiefs and bottoms made for the occasion and served as guides all week.

All of these events took place during the two lunch periods.

SCHURR HIGH SCHOOL LIBRARY STAFF
welcomes you to the library and
hopes these claims will help
you "Strike It Rich"



Lists of good books about "The
West" available upon request

October 22 - 24, 1980

STAKE YOUR CLAIM



PROGRAM
URBAN COWBOY DAYS
SCHURR HIGH SCHOOL LIBRARY

Sponsored by
Friends of the Library

Wednesday Oct. 22

Claim I - Literature and
Music

SEE

Western Books

HEAR

Western Music
R2E2 Western Program

WATCH

Square Dancing

11:15

12:15

- sponsor
Mrs. Carruthers

DO

Check out Books

23

Thursday Oct. 23

Claim II - Country Fair

SFE

Quilts and Quilting
demonstration

Needlework

Home Canned Products

- Sponsors

Mrs. Lindrum
Mrs. Cho
Mrs. King

Woodcarving

- Sponsors

Mr. Traeger
Mr. Gray

Still Life Artists

- Sponsor

Miss Jurasek

Mr. Raisner's horse
shod by farrier

HEAR

Western Music

DO

Check out Books

Hammer nails in nail
driving contest

- Sponsor
Mr. Whitmore

Friday Oct. 24

Claim III - Wild West Day

WEAR

Western Clothes

SEE

Western Saddles
Spurs

Bridles

Western Clothes
- Mr. Raisner

Indians (Disguised
as students)
making pottery

- Sponsor
Mr. Shelton

More Wild West on TV

Old Time Telegrapher
- Sponsor
Mr. Dible

DO

Rope-a-Steer
Arm Wrestle

- Sponsors
Mr. Vlink
Mr. Garcia

Check out Books

24

SHARING IDEAS:

TEACHERS, ADMINISTRATORS, STAFF

THERE ARE MANY EXCITING PROJECTS THAT CAN INVOLVE THE MEDIA SPECIALIST AND HIS/HER STAFF MEMBERS. IDEAS INCORPORATED INTO THIS SECTION ARE DIVIDED INTO THE FOLLOWING AREAS:

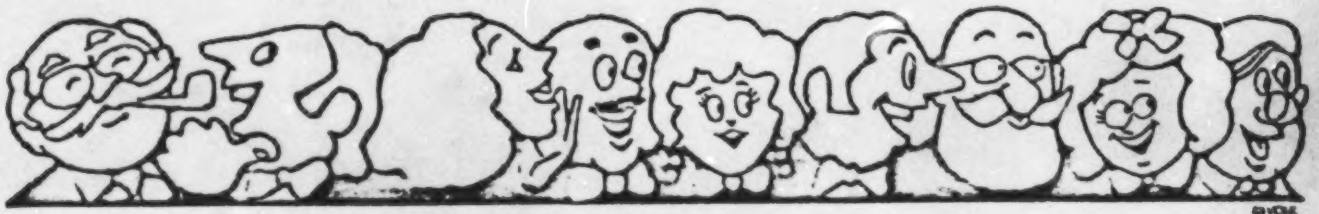
ORIENTING NEW TEACHERS TO THE LIBRARY MEDIA CENTER.

WORKING TOGETHER WITH THE TEACHING STAFF.

WHAT THE MEDIA SPECIALIST CAN DO FOR TEACHERS.

SCHOOL ADMINISTRATORS AND THE LIBRARY MEDIA CENTER.

VOLUNTEERS IN THE LIBRARY MEDIA CENTER.



ORIENTING NEW TEACHERS TO THE LIBRARY MEDIA CENTER

* Orientation Tea

A school system that has a high teacher turnover usually needs to acquaint new teachers with the services of the LMC, as well as to refresh the memories of the "veterans." Early in the school year, the LMC staff holds an orientation tea for the staff. Provided are some baked goods and punch or coffee, followed by an informal discussion. Teachers are acquainted with the plan of the LMC and the services it provides to both students and teachers. At this time is demonstrated a sample "Media Package" (see page 27) of books and software assembled for a unit a teacher might request. This invariably stimulates future teacher involvement! Also discussed are procedures for equipment check-out, general goals for pupil library skill mastery, literature appreciation, and class scheduling.

- Linda Gonzalez
APO Miami, Florida

* Welcome Back

Welcome the staff back to school and the LMC with an apple and a note card in the shape of an apple. Have the note say, "Welcome back to the Media Center."



- Jane Runyan
Watson Elementary School

* **New Teachers' Tour**

New teachers and teachers in a different grade level are invited to a "New Teachers' Tour" at the beginning of each school year. During the tour they are given a special packet of information about the media center.

- Kathy Peterson
Adena Elementary School

WORKING TOGETHER WITH THE TEACHING STAFF

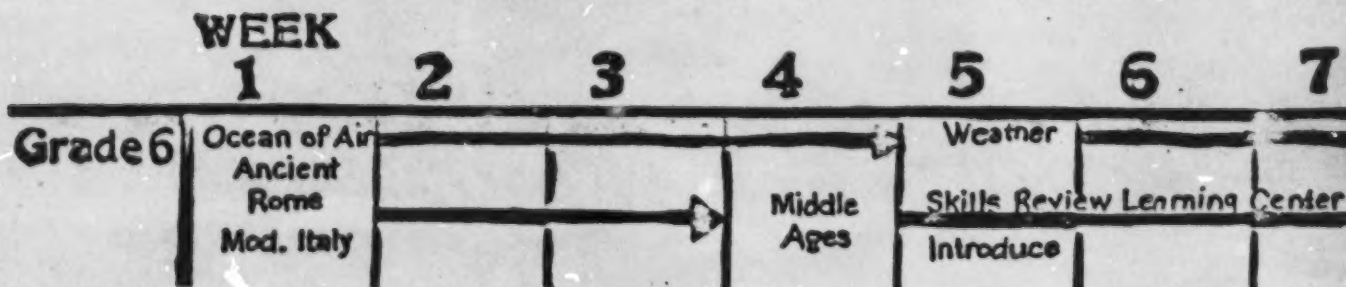
* **Timelines**

Finding enough time to plan with classroom teachers during a busy school day may pose a problem for the media coordinator who realizes that media skills instruction is more effective when correlated with classroom instructional activities.

In an attempt to facilitate communicating the greatest amount of information, in the shortest amount of time, to the largest number of people, the Timeline concept is presented.

WHAT TO DO:

1. The principal (instructional leader in the school) should initiate the concept.
2. Each teacher completes a timeline in general terms for his/her subject area.
3. Timelines may be displayed on butcher paper, poster board, or 8½" x 11" paper.
4. Timelines should be written in pencil so that changes can be made easily.
5. Timelines should be posted in a prominent place for everyone to see (e.g., the faculty lounge wall).



- Elaine Farge
Oak Grove Elementary School

* Staff Involvement

Involve staff in development of major media center policies:

finer
circulation
pass policies

- Lucy Ainsey
Birmingham School IMC

WHAT THE MEDIA SPECIALIST CAN DO FOR TEACHERS

* Media Package

Busy teachers are greatly appreciative of any help a media specialist can provide when they are developing units. With even a few hours notice, the LMC can put together a "Media Package" and deliver it to a teacher's classroom. Request a student text book or a teacher's edition to guide in the selection of materials. Included in the "package" might be:

study prints
sound filmstrips
kits

maps
slides
books

Accompanying the package is a list of selected films available at the school system's central film library. The teacher checks off the desired films on the list, returns it to the LMC and the media specialist places the film order.

- Linda Gonzalez
APO Miami, Florida

* Content Area Activities

As an aid to the busy teacher the media specialist and staff can produce content area activities that are made available to the teachers through the check-out system. Teachers appreciate this time and money-saving option.

- Linda McCulloch
Missoula, Montana

* Individualized Displays

To raise the faculty's "materials awareness" arrange for "individualized showings" during National Library Week. Showings consist of new instructional materials in various areas of interest to the faculty. The teachers arrange for viewing time and indicate their specific area(s) of interest.

CELEBRATE NATIONAL LIBRARY WEEK

BY

RAISING YOUR "MATERIALS AWARENESS"

If you are interested in seeing new instructional materials in your areas of interest, an "Individualized Showing" can be arranged during National Library Week in April. To schedule your session complete the following. . .

NAME _____

I'd like to schedule one of the following times to look at new materials. . . (PLEASE GIVE AT LEAST TWO OPTIONS)

___ Wednesday, April 21st	TIME:	(1st choice)	(2nd choice)
___ Thursday, April 22nd	TIME:	(1st choice)	(2nd choice)
___ Friday, April 23rd	TIME:	(1st choice)	(2nd choice)

I'm interested in seeing materials from. . .

☐ Main Book Collection
☐ Films
☐ Non-Print Collection
☐ Professional Library
☐ Curriculum Lab

☐ ALL COLLECTIONS or

I'm interested in seeing materials on the following subjects:

PLEASE RETURN THIS FORM TO MAGGIE WHITE BY APRIL 2, 1982.

- Margaret White
Grant Wood AEA

* Event-of-the-Day Announcement Board

A particularly successful PR activity has been an "Event-of-the-Day" announcement board set up at the entrance to the Curriculum Lab. Each day a special historical event, out-of-the-ordinary fact or famous person's birthday is given. In addition, any related materials are displayed.

Several sources for events are used, including the following:

The monthly calendar insert in Instructor Magazine,
The annual calendar provided in the August issue of Learning,
The Book of Days, and
Local radio and television news.

- Margaret White
Grant Wood AEA

* Special Events Calendar

Each month a "Special Events Calendar" is produced that includes important events, such as, Dr. Seuss' birthday, National Teachers Day, National Wildlife Week, and Big Bird's birthday for the month of March.

- Beth Farris
Cummings Elementary School

* What's New

A monthly "What's New" sent to all principals and media specialists, comprised of annotated bibliographies of magazine articles.

- Helen S. Mattison
Davies, Florida

* Procedural Booklet

A procedural booklet may be used for the LMC that includes all services that are offered through the LMC. Included are how to acquire materials, equipment, forms to use, deadlines, etc. This is especially useful for student teachers. They can refer to it as needed.

The media specialist may also give a presentation to student teachers when they come to the school for their orientation, inviting them to use the LMC, bring their classes into the LMC, use the consultation services, etc.

- Stephen Davis
Kearney Senior High School Media Center

* Curriculum Writing

The Cedarburg High School Instructional Materials Center (IMC) sends out a memorandum on Curriculum Writing to its teachers. Following are some of the ways that the faculty and the IMC can work together to improve curriculum areas:

1. Recommend high-interest low-vocabulary materials in all formats.
2. Suggest motivating activities for students based upon individual interests.
3. Teach media skills for a research paper assignment, short report, essay, or speech.
4. Produce instructional materials: snapshots, slides, videotaping, cassette taping, etc.

- Vonna J. Pitel
Cedarburg High School

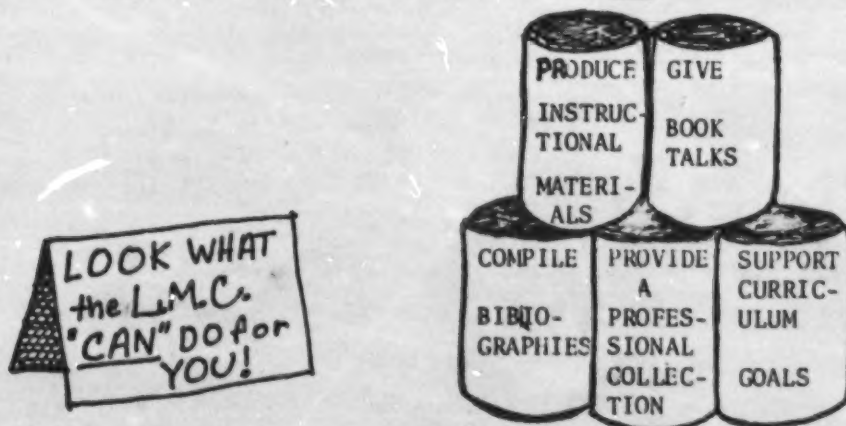
* Catalog

Present each teacher with an up-to-date catalog of all software housed in the Library Media Center.

- Marjorie Thomson
Manor Lake School

* Display

Create an inexpensive display using large fruit juice cans. Cover each can with bright paper and advertise the services provided by the Library Media Center. Accompany the display with a small sign with the caption, "Look what the Library Media Center CAN do for you!"



- Jeanne Moe
Missoula, Montana

* Media Hour

University students in the School Library Media Programs can help bring the Library Media Center into the classroom by presenting a "Media Hour," utilizing all those flannel board stories, overhead transparency stories, and puppets that were made during Children's Literature classes, Graphics classes, and the School Library Internship. Teachers appreciate the presentation of new ideas and children love the stories.

- Linda McCulloch
Missoula, Montana

* New Book Display

Display new books in the teachers' lounge before making them available to students.

- Lucy Ainsey
Birmingham School IMC

* AV Handout

A handout can be prepared of instructions for producing sound-slide programs:

(See following page for reproduction.)

- Martha Dean
Montebello Unified School



PROCEDURES FOR PRODUCING A SOUND-SLIDE PROGRAM

1. Be sure your purpose is worth the expense and personal effort. Ask yourself the following questions:
 - a) Is a good commercial filmstrip or slide set available on this topic?
 - b) Is a slide show the best vehicle for my message?
 - c) Is the expense in time and photographic supplies warranted?
2. List the informational objectives of the program. Limit your objectives. Plan only two or three objectives and expand on those themes.
3. Determine the sequence of your ideas.
4. Make a written plan of your production in outline form.
5. Make your storyboard. Storyboarding is essential for a good quality production. You must discipline yourself to use a proper storyboard form. Make each description neat and specific. Print or type the words exactly as they are to be narrated for each picture.
6. Take your photographs. You will not only need to make slides to illustrate your narration, but you will also need to photograph title slides and credit slides.
7. Allow enough time for recording. You must plan for the following:
 - a) original recording on reel to reel tape.
 - b) listening to the complete recording to be sure it is flawless.
 - c) re-recording part or all of the narration to remove mistakes.
 - d) re-checking the recording by listening to the complete tape.
 - e) transferring the recording from reel to cassette tape.
 - f) recording the "synch" on the cassette tape.
 - g) playing the cassette with the slides to be sure that the "synched" tape advances the slides properly.
8. Consider background music.
9. Consider the copyright law.
10. Finally, a few words of advice:

Audiovisual presentations should not be illustrated lectures.
Don't expect your audience to take notes.
Keep the visuals simple and uncluttered.
Keep the narration simple.
Use the speechmaker's approach of telling what you're going to say, saying it, and then telling what you said.



BOOKS
SPECIALLY
SELECTED

FOR



M _____
New book in library collection which may be of interest to you. Please return to the library as soon as you are finished since others may be waiting.

STAFF COMMUNIQUE

M _____

Teacher

School

1. _____ Your paperback request has arrived.
2. _____ Materials you requested are now available.
3. _____ Here is a suggestion for possible purchase.
4. _____ You might like this new item.
5. _____ This information may be helpful.
6. _____ Would you please review this for us.
7. _____ May we take your materials off reserve.
8. _____ Please stop in at your convenience.

The Library Staff

* L.M.C. Forms

Use L.M.C. forms to convey messages.

- Connie Wiget
Lowell School

SCHOOL ADMINISTRATORS AND THE LIBRARY MEDIA CENTER

- * Public relations encompasses a wide variety of activities and pulsing points within and without the School Media Center. One area of which I have focused upon with much success has been within the school realm. My foremost emphasis has been centered upon providing information about the school media program to the building level administration and school board. An annual report to the board of education seemed the best way to inform them of our activities.

The board members were invited to visit one of our facilities and to sit among, explore on their own and ask questions about the program. A dual slide/tape presentation was given describing the program along with a written report. The statistics are just an added dimension to the written report which in many ways may assist media specialists in serving as a justification of their program and aid in seeking continued or increased funding.

- Barbara J. Brownell
Eagle Valley Middle School

- * Book Talks and Storytelling

Invite administrators to give book talks and do storytelling in the LMC. These experiences acquaint administrators with the facility, collection, and services.

- Jeanne Moe
Missoula, Montana

- * Some Guidelines

In handling problems involving the administration:

1. Act-don't react.
2. Allow a cooling off period.
3. Don't take sides.

Don't hurdle; go through channels.

Remember, a lot can be accomplished if no one cares who gets the credit.

- Dr. Donald Seager
University of Northern Colorado

VOLUNTEERS IN THE LIBRARY MEDIA CENTER

* Recognition

In order to recognize volunteer efforts, the media specialist can:

1. Include recognition of volunteer support in newsletter,
2. Send personal holiday greetings,
3. Send a written thank-you note at the end of the school year, and
4. Suggest media that may be of interest to each volunteer.

- Lucy Ainsey
Birmingham School IMC

* Luncheon

A sandwich or salad luncheon can be held to honor the LMC volunteers at the end of the school year. Invite all volunteers, the principal, and the media staff.

- Linda McCulloch
Missoula, Montana

* RSVP

Obtain Retired Senior Volunteer Program members (RSVP) to work with staff and students in the LMC.

- Connie Wiget
Lowell Elementary School

INVOLVING PARENTS & COMMUNITY

A MEDIA SPECIALIST SHOULD UTILIZE ALL AVAILABLE RESOURCES, INCLUDING PARENTS AND COMMUNITY MEMBERS TO ENRICH AND EXPAND THE LIBRARY MEDIA PROGRAM. IDEAS INCORPORATED INTO THIS SECTION ARE DIVIDED INTO THE FOLLOWING AREAS:

PROVIDING SERVICES.

ADVERTISING SERVICES.

ENLISTING THE COOPERATION OF OTHERS.



PROVIDING SERVICES

* Pre-School Story Time

Offer a pre-school story time to present good literature to pre-schoolers and to their parents.

- Lucy Ainsley
Birmingham Schools IMC

* Summer Library Services

Seek PTA support for an aide two mornings a week for 6 weeks in the summer to provide library services beyond the school year.

- Lucy Ainsley
Birmingham Schools IMC

* LMC: Showcase of the School

Make the LMC the showcase of the school by opening up to:

Home Economics fashion shows
Faculty meetings
Board of Education meetings
Speech meets
etc...

- Connie Wiget
Lowell Elementary School

* 16mm Loan

Our Audio-Visual Center loans (with very little red-tape and NO FEE) 16mm film and A-V equipment to civic groups and non-profit organizations. They understand that this "loan" is a privilege rather than a right, and that we are going the "extra mile" to promote a positive public image.

When a funding issue or legislation comes before the public, we "call in" our favors!

This loan of non-print media and A-V equipment is not without its problems; an extra bookkeeping load, late returns, some damage, etc...; but the "good feeling" that is generated toward this service and our schools, usually overshadows the troubles.

- Ron Elkin
Sweetwater School District

* Parent Coffees

Get parents interested in what their children are doing in your area by having parents:

guests for coffee
preview materials
visit you with their children

- Eunice Parrish
Tecumseh, Nebraska

* Book and Magazine Displays

Available during Parent Conference Day in November each year is a list of children's books and magazine suggestions for gift-giving. Samples of magazines are available for parents to look through during the Conference Day. Coffee is served and both parents and teachers are welcome to stop in and visit the media center.

- Kathy Peterson
West Chester, Ohio

ADVERTISING SERVICES

* Slide/Tape Shows

Prepare a slide/tape show featuring various school activities and showing how the media center was used in the preparation of these activities. Use at the following:

PTA meetings
Open House
Board meetings

- Lucy Ansley
Birmingham Schools IMC

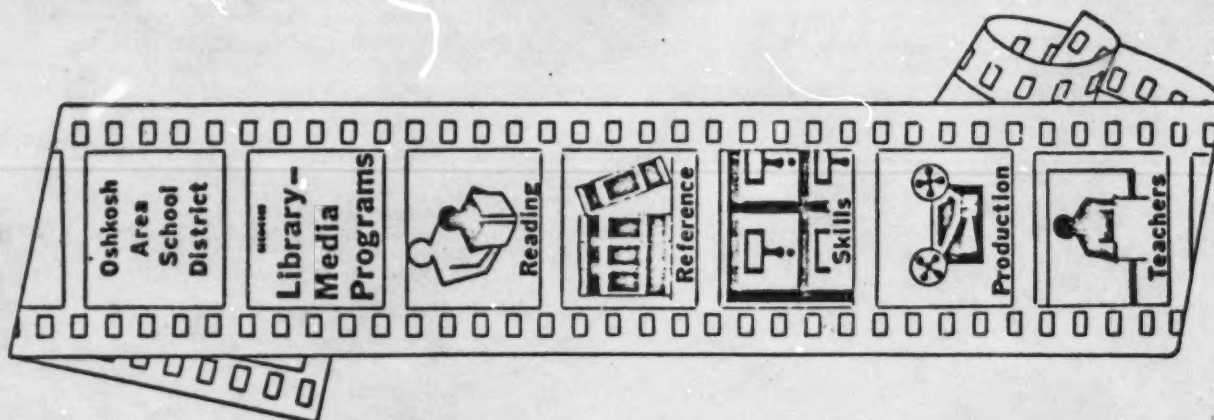
* Window Displays

Use your windows (inside as well as those on the outside) to advertise materials or as a bulletin board. Make letters large enough to read from a distance.

- Eunice Parrish
Tecumseh, Nebraska

• **Finding a Sponsor - Bookmarks**

Bookmarks were produced to be distributed during National Book Week throughout the city and adjoining county via the Public Library, Museum, University, bookstore, etc... in an effort to promote understanding of the role of the library/media program in the schools. The Rotary underwrote all costs of the bookmarks as a public relations effort of their own. The distribution was also coordinated with an announcement in the local newspaper.



- James N. Zitnellsberger
Oshkosh Area School District

• **Radio Programs**

Our school district made use of a forum-type radio program to tell about the district media program. It was well-received.

- Stephen Dahs
Cleveland, Ohio

• **Radio Spots**

During the 1980-81 school year, we produced 5 different radio spots of approximately 30 seconds in length promoting school media centers. They were played on 3 local commercial radio stations and the local University station as public service announcements.

The script below is an example: It was taped over a background of "Puff the Magic Dragon," by Peter, Paul and Mary.

For magic dragons,
sailing kites,
and other fancy stuff,
school library/media centers
are exciting places to explore.

Hi, I'm Sue Grove from Oshkosh West High School
asking you to support your school library/media
center during National Library Week...

April 5 - 11...

- James Zitzelberger
Oshkosh Area School District

* Use the Local Newspaper

The Pleasantview Elementary School uses the Sauk Rapid Herald to let
the community "see" what is going on in their media center. Captions
include the following:

"What's new in the Pleasantview Media Center?"

"Book Week Celebrated at Pleasantview Elementary."

- Shari Pretzer
Pleasantview Elementary School

* Television

Young World Report, a children's news update, has proved to be very
popular. It is on the air on WLF TV from Raleigh, North Carolina.
Each segment is two minutes in length with two students each as
co-anchors. Participants are from the fourth through the eighth
grades. Students choose the topics from school or local events, or
current events. The program is aired weekday afternoons from 2:00 p.m. -
4:00 p.m., and on Saturday and Sunday mornings.

- Elaine Farge
Oak Grove Elementary School

ENLISTING THE COOPERATION OF OTHERS

* Library Cooperative

Our school is a member of a local library cooperative, made up of all the various libraries in the community - school, public, academic, and special. This group has done some joint public relations projects centering around National Library Week. These projects have included:

Displays in store windows
Pictures in Newspapers
Notices on signs at banks, etc...

- Stephen Dahs
Cleveland, Ohio

* "Visit Your School Library Day"

In order to make the entire State of New Jersey more aware of the media centers in all schools, the legislature issued a proclamation on behalf of the New Jersey Library Association and the Educational Media Association of New Jersey designating one day in April as "Visit Your School Library Day."

In compliance with this day, a poster contest was conducted. All interested students throughout the State submitted their posters to a board of judges at the Annual Convention of Teachers in November in Atlantic City. From these posters, prizes were awarded.

An Ad Hoc Committee was also approved by the New Jersey Library Association and the Educational Media Association to encourage activities between school and public libraries. The first task undertaken is to invite local public librarians to visit their neighboring schools during "Visit Your School Library Day."



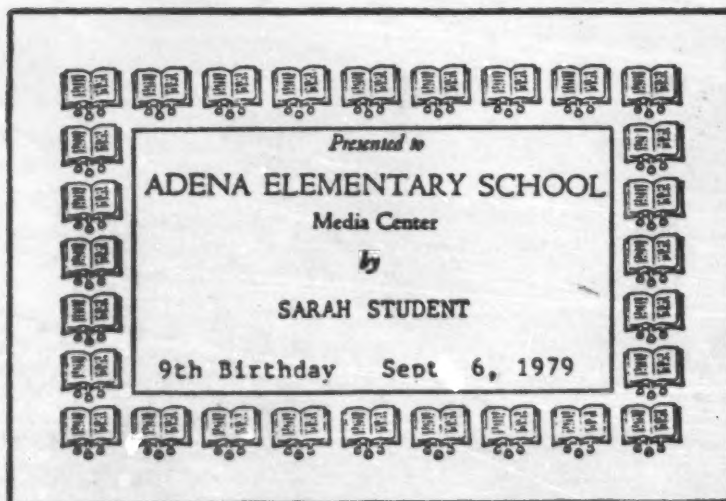
- Ethel Kutteroff
Lenape Valley Regional High
School

THE BIRTHDAY BOOK CLUB

An Alternate Approach for Celebrating Your Child's Birthday

To be a member of the "BBC", any interested child, on his or her birthday, may donate a new book to our school Media Center. A special book plate will be placed in the front of the book with the child's name and the date of presentation on it. Also, at the end of the day, an announcement of the gift will be made to the school.

A list of titles that would make good donations is available in the Media Center, the office, or from the classroom teacher.



- Kathy Peterson
Adena Elementary School

Lucy E. Ainsley
Birmingham, Michigan

Katherine Braman
Albuquerque, New Mexico.

B.J. Brownell
Eagle, Colorado

Clara J. Crabtree
Durham, North Carolina

Marshall Crandall
Orland Park, Illinois

Dr. Sandra Crowther
Lawrence, Kansas

Esther Dahs
Cleveland, Ohio

Stephen Davis
Kearney, Nebraska

Martha L. Dean
Montebello, California

Ron Elkin
Rock Springs, Wyoming

Elaine Farge
Durham, North Carolina

Beth Farris
Memphis, Tennessee

Dr. W.H. Gill
Baltimore, Maryland

Linda Gonzalez
Miami, Florida

Nancy Henderson-James
Durham, North Carolina

Margaret Howard
Memphis, Tennessee

Dr. M. Ellen Jay
Silver Springs, Maryland

Robert L. Jefferson
Memphis, Tennessee

Kentwood Public Schools
Kentwood, Michigan

Ethel Kutteroff
Stanhope, New Jersey

Helen Mattison
Davie, Florida

Linda McCulloch
Missoula, Montana

T. Eleanor Menor
Montebello, California

Jeanne Moe
Missoula, Montana

Sheilah Palacios
Commerce, California

Gregory E. Palmer
Albuquerque, New Mexico

Ruth Palmer
Conway, South Carolina

Eunice Parrish
Tecumseh, Nebraska

Katherine R. Peterson
West Chester, Ohio

Vonna J. Pitel
Cedarburg, Wisconsin

Shari Pretzer
Sauk Rapids, Minnesota

Corinne Raudazzo
Natchez, Mississippi

Jane Runyan
Little Rock, Arkansas

Dr. Donald Seager
Greeley, Colorado

Marjorie Thomson
Memphis, Tennessee

Vivian, Wells
Twin Falls, Idaho

Margaret White
Cedar Rapids, Iowa

Connie Wiget
Missoula, Montana

James N. Zitzelsberger
Oshkosh, Wisconsin